



case study

Project: Grosvenor House Apartments

Client: SPARC Group

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SPARC Group

Architect
Woods Bagot

Project Manager
Knight Frank

M & E Services Engineer
DSA Engineering

Sector:
Hospitality

Location:
London, England

Security Services Provided:
Security Risk Assessment
Security Strategy Development
Outline Design
Detailed Design
Tender Package
Project Management

Grosvenor House Apartments is a major redevelopment opportunity which has been secured by the SPARC Group on behalf of the Adeem Investment Company (Dubai). SPARC specialise in consultancy opportunities related to real estate, property development and management matters.

The Grosvenor House building was constructed in 1930 on the site of Lord Grosvenor's 19th century mansion. The entire site is divided between the Northern block and Southern block; the Northern block is now undergoing complete refurbishment and conversion to become a five star J.W. Marriott Hotel. This Grosvenor House Apartments project is concerned with the Southern block. The components of the building on the Southern block, under consideration include levels 2 to 8, and certain limited parts of the ground floor. SGW Security Consulting was appointed by SPARC to provide specialist security consultancy services for the Apart-Hotel. The development contains 132 deluxe apartments with the majority being 2 bedrooms and the remainder a mix between studio and 3 and 4 bedroom apartments.



SGW Security Consulting provided a holistic approach working closely with the client, the hotel operator, the architect, the M & E consultant, the IT/AV consultant and all other design disciplines throughout the project.

The Grosvenor House redevelopment, set off Hyde Park in Park Lane, is located on the edge of a target rich area of West central London for terrorism (200 yards from American Embassy) and is likely to attract a resident profile which will make it a very attractive target for all forms of criminal activity. To this end the issue of security has been addressed in a holistic fashion by considering the building form and public and private access arrangements. SGW Security Consulting, during the works, are ensuring that the security arrangements physical, electronic and operational (concierge and guarding) are appropriately matched to the project objectives and ensure flexibility for the future to allow growth and change within the development.